



KNXV

## ORDER

Print Date 09/21/12 Page 1 of 4

Flight Dates 09/18/12-09/24/12

|                                 |                                   |          |   |                         |              |
|---------------------------------|-----------------------------------|----------|---|-------------------------|--------------|
| <u>Contract / Revision</u>      | 311323                            | /        | <b>Carmona for Arizona</b>  | <u>Order Sep</u>        | 00:13:00     |
| <u>Original Date / Revision</u> | 09/17/12                          | 09/21/12 | <u>Agency Com</u> 15%<br><u>Billing Contact</u>                   | <u>Estimate #</u>       | <b>1784</b>  |
| <u>Advertiser</u>               | <b>Carmona / Democrat / US Se</b> |          |   | <u>Alt Order #</u>      |              |
|                                 |                                   |          | <b>1010 Wisconsin Avenue - Suite #80<br/>Washington, DC 20007</b> | <u>Billing Type</u>     | Cash         |
| <u>Agency</u>                   | <b>GMMB Inc</b>                   |          |   | <u>Order Type</u>       | GENERAL      |
| <u>Buying Contact</u>           |                                   |          |   | <u>Billing Cycle</u>    | EOM/EOC      |
|                                 |                                   |          |   | <u>Billing Calendar</u> | BROADCAST    |
|                                 |                                   |          |   | <u>Demographic</u>      | A25-54       |
|                                 |                                   |          |   | <u>Rev Codes</u>        | POL POL CAND |
|                                 |                                   |          |   | <u>Product Codes</u>    | PL           |
|                                 |                                   |          |   | <u>Priority</u>         | P-1          |
|                                 |                                   |          |   | <u>Advertiser Ref</u>   |              |

Primary Account Executive

Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |
| Tanya Winscott    | %      |            |          |

Order Share 14% Market Value 175071

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| KASW              | %          | 0      |
| KDRX              | %          | 0      |
| KPHO              | 25%        | 43767  |
| KPNX              | 25%        | 43767  |
| KPPX              | %          | 0      |
| KSAZ              | 20%        | 35014  |
| KTVK              | 16%        | 28011  |
| KTVW              | %          | 0      |
| KUSK              | %          | 0      |
| KUTP              | %          | 0      |
| UNKWN             | %          | 0      |

**Order Totals**

| Month          | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 81         | \$20,833.50        | \$24,510.00        | 0.00        | 08/27/12   | 09/24/12 | 81      | \$20,833.50 | \$24,510.00  |
| <b>Totals</b>  | <b>81</b>  | <b>\$20,833.50</b> | <b>\$24,510.00</b> | <b>0.00</b> |            |          |         |             |              |

**Billing Plan**

| Ln  | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time    | Days     | Len | Spots | Rate     | Pri | Rtg  | Totals |        |          |
|-----|------|-------------------|-----------------|------------------------|-------|-------------------|----------|-----|-------|----------|-----|------|--------|--------|----------|
|     |      |                   |                 |                        |       |                   |          |     |       |          |     |      | Spots  | Amount |          |
| N 1 | KNXV | 09/18/12          | 09/21/12        | M-F 5-6am<br>M-F 5-6am | CM    | 5am-6am           | -TWTF--  | :30 | 5     | \$50.00  | P-6 | 0.00 | NM     | 5      | \$250.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |          |     |       |          |     |      |        |        |          |
|     |      | Week: 09/17/12    | 09/23/12        | -TWTF--                |       | 5                 | \$50.00  |     |       |          |     |      |        |        |          |
| N 2 | KNXV | 09/18/12          | 09/21/12        | M-F 6-7am<br>M-F 6-7am | CM    | 6am-7am           | -TWTF--  | :30 | 3     | \$225.00 | P-3 | 0.00 | NM     | 3      | \$675.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |          |     |       |          |     |      |        |        |          |
|     |      | Week: 09/17/12    | 09/23/12        | -TWTF--                |       | 3                 | \$225.00 |     |       |          |     |      |        |        |          |
| N 3 | KNXV | 09/24/12          | 09/24/12        |                        | CM    | 6am-7am           | M-----   | :30 | 2     | \$150.00 | P-6 | 0.00 | NM     | 2      | \$300.00 |







**KNXV-TV**  
**PHOENIX**

**KNXV**

Print Date: 09/21/12

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Contract / Revision **311323** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12 / 09/21/12

Order Sep 00:13:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1784**

| Ln   | Ch   | Start             | End               | Inventory Code                       | Break       | Start/End Time        | Days       | Len | Spots      | Rate            | Pri           | Rtg           | Type       | <u>Totals</u> |            |  |
|--|------|-------------------|-------------------|--------------------------------------|-------------|-----------------------|------------|-----|------------|-----------------|---------------|---------------|------------|---------------|------------|--|
|  |      |                   |                   |                                      |             |                       |            |     |            |                 |               |               |            | Spots         | Amount     |  |
| N28  | KNXV | 09/18/12          | 09/21/12          | M-F 630pm-7pm<br>M-F 630pm-7pm       | CM          | 630pm-7pm             | -TWTF--    | :30 | 4          | \$500.00        | P-6           | 0.00          | NM         | 4             | \$2,000.00 |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -TWTF--                              |             | 4                     | \$500.00   |     |            | 0.00            |               |               |            |               |            |  |
| N29  | KNXV | 09/24/12          | 09/24/12          | M-F 630pm-7pm<br>M-F 630pm-7pm       | CM          | 630pm-7pm             | M-----     | :30 | 1          | \$500.00        | P-6           | 0.00          | NM         | 1             | \$500.00   |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/24/12    | 09/30/12          | M-----                               |             | 1                     | \$500.00   |     |            | 0.00            |               |               |            |               |            |  |
| N30  | KNXV | 09/23/12          | 09/23/12          | Primetime Emmys<br>Primetime Emmys   | CM          | 5p-8p                 | -----S     | :30 | 1          | \$4,500.00      | P-6           | 0.00          | NM         | 1             | \$4,500.00 |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -----S                               |             | 1                     | \$4,500.00 |     |            | 0.00            |               |               |            |               |            |  |
| N31  | KNXV | 09/23/12          | 09/23/12          | Prime News<br>News following Emmys   | CM          | 8p-9p                 | -----S     | :30 | 1          | \$600.00        | P-6           | 0.00          | NM         | 1             | \$600.00   |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -----S                               |             | 1                     | \$600.00   |     |            | 0.00            |               |               |            |               |            |  |
| N32  | KNXV | 09/18/12          | 09/21/12          | M-F 10-1035pm<br>10pm News           | CM          | 10pm-1035pm           | -TWTF--    | :30 | 3          | \$850.00        | P-3           | 0.00          | NM         | 3             | \$2,550.00 |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -TWTF--                              |             | 3                     | \$850.00   |     |            | 0.00            |               |               |            |               |            |  |
| N33  | KNXV | 09/18/12          | 09/21/12          | Nightline<br>Nightline               | CM          | 1035pm-1102pm         | -TWTF--    | :30 | 3          | \$350.00        | P-3           | 0.00          | NM         | 3             | \$1,050.00 |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -TWTF--                              |             | 3                     | \$350.00   |     |            | 0.00            |               |               |            |               |            |  |
| N34  | KNXV | 09/22/12          | 09/22/12          | SA 10-1035pm<br>10pm News            | CM          | 10pm-1035pm           | -----S-    | :30 | 1          | \$450.00        | P-3           | 0.00          | NM         | 1             | \$450.00   |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -----S-                              |             | 1                     | \$450.00   |     |            | 0.00            |               |               |            |               |            |  |
| N35  | KNXV | 09/23/12          | 09/23/12          | SU 10-1035pm<br>10pm News            | CM          | 10pm-1035pm           | -----S     | :30 | 1          | \$850.00        | P-3           | 0.00          | NM         | 1             | \$850.00   |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -----S                               |             | 1                     | \$850.00   |     |            | 0.00            |               |               |            |               |            |  |
| <u>Spot</u>  |      | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                   |             | <u>Start/End Time</u> |            |     |            | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>   | <u>Rtg</u> | <u>Type</u>   |            |  |
| 1  | KNXV | 09/17/12-09/23/12 | SU 10-1035pm      |                                      | 10pm-1035pm |                       |            |     | -----Su    | :30             | (\$850.00)    | 0.00          | NM         |               |            |  |
| See MG 35.2<br>[NA due to the Emmy's jtaylor 9/18] |      |                   |                   |                                      |             |                       |            |     |            |                 |               |               |            |               |            |  |
| 2  | KNXV | 09/17/12-09/23/12 | Prime News        |                                      | 8p-9p       |                       |            |     | MTWThFSaSu | :30             | \$850.00      | 0.00          | NM         |               |            |  |
| M MG for 35.1 09/23                                |      |                   |                   |                                      |             |                       |            |     |            |                 |               |               |            |               |            |  |
| N36  | KNXV | 09/18/12          | 09/21/12          | M-F 1236am-110am<br>M-F 1236am-110am | CM          | 1236am-110am          | -TWTF--    | :30 | 1          | \$40.00         | P-6           | 0.00          | NM         | 1             | \$40.00    |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -TWTF--                              |             | 1                     | \$40.00    |     |            | 0.00            |               |               |            |               |            |  |
| N37  | KNXV | 09/22/12          | 09/22/12          | SA 530am-6am<br>SA 530am-6am         | CM          | 530am-6am             | -----S-    | :30 | 1          | \$45.00         | P-3           | 0.00          | NM         | 1             | \$45.00    |  |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                      |             | <u>Spots/Week</u>     |            |     |            | <u>Rate</u>     |               | <u>Rating</u> |            |               |            |  |
|  |      | Week: 09/17/12    | 09/23/12          | -----S-                              |             | 1                     | \$45.00    |     |            | 0.00            |               |               |            |               |            |  |

\*Tax 1 Note: Tax 0.5%.

Totals

81 \$24,510.00